

DIGEST REVIEWS AND PREVIEWS

Story relates the adventures of three boys, Jimmy Stewart, Tom Brown and Robert Young, and the U.S. Naval Academy at Annapolis. Young considers the Navy as a stepping-stone to future success, while Tom Brown and Jimmy Stewart have the Navy in their blood, and consider it the highest peak a man can reach. The manner in which Young is brought about to change his opinion, even when losing the girl, Florence Rice, to Jimmy, makes the picture a moral lesson as well as entertainment.

Football plays a big part in the picture, with, of course, the hero winning the ball game in the last few minutes of play. There are some excellent football action shots, newsreel clips of real Army-Navy games, and general atmosphere scenes.

Jimmy Stewart will give you a real thrill as the boy who sacrifices his own career to clear his father's name. His shyness, and gentle humour, and kindly personality will win your hearts from the beginning. Robert Young was a perfect choice for the football star, who finds the Navy is one thing he cannot just take in his stride. Tom Brown makes a likeable youth, and Florence Rice, with very little to do, does it satisfactorily. Lionel Barrymore also has only a small part, but that grand old actor gives the part as much attention as he would have a much larger role. Billie Burke flutters around as per usual, and Barnett Parker keeps the comedy at a high peak of amusement.

Direction by Sam Wood leaves nothing to be desired, and the general production value of the picture is very high. This is perhaps one of the best service pictures yet made, and is certainly the best of those which relate themselves to Annapolis.

Give your campaign on this picture plenty of time and careful thought, and you will find that you will reap a rich harvest at the box-office.

Running time—90 minutes.

EXCHANGE AND EXHIBITOR NOTES

THE many friends of Mrs. Barney Allen, widow of one of Canada's pioneer showmen, and mother of Jay, Jule, Herb and Sol Allen, are praying for the recovery of this grand old lady. Mrs. Allen has been seriously ill, but I understand that she is showing some improvement. Mrs. Allen made many friends through her late husband, and through her sons, but there are many in this industry of ours, who know her best for her multitudinous charitable and philanthropic activities. The Digest and your correspondent joins with the host of others in fervent prayers for her recovery.

* * *

Jack Arthur, manager of Toronto's Uptown Theatre, was on the sick list last week, with the flu, but is back at work again.

Will Joe Paul of the Elgin, Ottawa, please let us know if he is making money or losing it? The trade in Toronto, would like to know.

* * *

Dame Rumour reports that Arthur Cohen is taking up skiing. "Say it isn't so!"

* * *

Fred Pearson, operator at the Toronto RKO exchange, is laid up with a serious illness.

* * *

Congratulations are flying around the exchanges these days for Allen McKeag, popular booker for Warners in Toronto, has just announced his engagement. The Best of luck, Al.

* * *

Exhibitors seen around Toronto exchanges this week include, W. S. Quinn, Victoria Theatre, Tweed; M. T. Craig, Palace, Ridgetown and Majestic, Dresden; Sam Russ of the Gaiety, Collingwood; G. M. Hogarth of the Rio, Essex.

* * *

Personal note to that Toronto Exchange man who wanted to know if a technical knockout was the same as a real "kayo" in a wager. Alas, 'tis true! You'll have to pay!

* * *

The Baby Yack - Mog Mason fight attracted the Toronto Film contingent like honey to a bee. And believe it or not, some of them bet on Mason. Such loyalty. Gevalt!

* * *

Mrs. B. K. Moore, of Moore's Theatre, Grimsby, paid a flying visit to the Queen City last Thursday.

* * *

Fire destroyed the theatre managed by Alec Adelman at Kenogami, Que., recently. The house was known as the Showplace of the Lake St. John district. Built by Price Bros., the house was leased to Mr. Adelman.

* * *

Manager B. A. Garson of the Verdun Palace, Verdun, Que., is renovating and redecorating his theatre.

* * *

Mr. George Ganetakos of United Amusement Theatres, was a recent visitor to New York City.

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DIGEST CELL



JOSEPH P. KENNEDY

Recently appointed by President Roosevelt to be the United States Ambassador to Great Britain, Joseph P. Kennedy carries with him to England the confidence and best wishes of the American Motion Picture Industry, of which he was an active member for many years. Mr. Kennedy entered the Industry in 1924, with his purchase of FBO, which company later became RKO. He will also be remembered as being financially interested in the production of the Gloria Swanson pictures, which were released through United Artists. Mr. Kennedy retired from the Motion Picture Industry in 1931, at the time of the Pathe-RKO merger, returning however in 1936 as special advisor to Paramount during the company's bankruptcy and readjustment difficulties. A Harvard graduate, Mr. Kennedy was dean of the motion picture course which was introduced for seniors at the Harvard School of Business Administration in 1926. Still a comparatively young man, Mr. Kennedy goes to England at a most opportune time, and should indirectly help the Industry in Great Britain and the United States to a fuller cooperation and a greater understanding. He and his wife are the parents of nine children, and it is said that for every child Mrs. Kennedy bore, Mr. Kennedy made a million dollars.



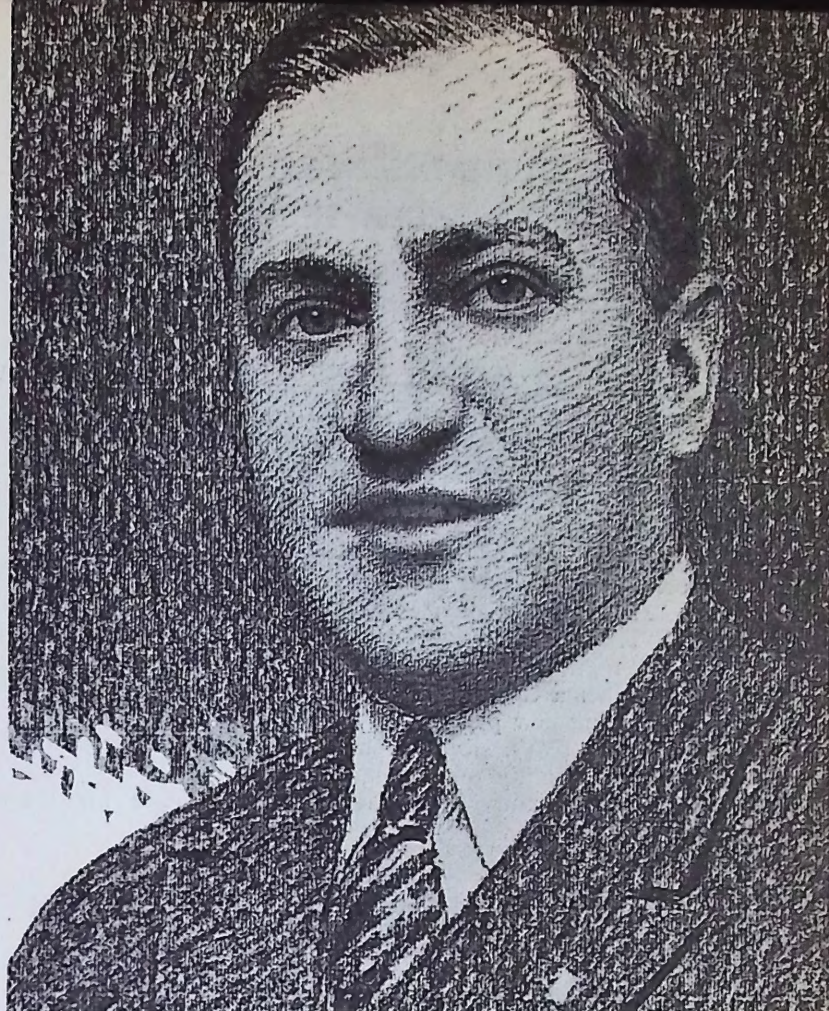
DARRYL F. ZANUCK

With Irving Thalberg's death, Darryl Zanuck succeeded to the title of the "Boy Wonder of Hollywood". He has made so many smash box-office hits, that the Industry has promised itself a Roman Holiday if Zanuck ever produces a picture that does not exceed its box-office expectations. His latest brain-child, "In Old Chicago" is going great guns at the Astor in New York, on a road-show engagement, reporting capacity houses every performance. While still in his early twenties, Darryl Francis Zanuck was author and adaptor for Warners, but he first drew the attention of the Industry at large in 1933 with the formation of 20th Century Films, in association with Joseph Schenck. When that company amalgamated with the old Fox Films, Zanuck became vice-president in charge of production, which position he still holds. He is credited with having one of the fastest-thinking brains in the Industry, and a genius for spotting possible future star material. Epics and musical comedies are the same to Darryl Zanuck, as is evident in the varied product of the 20th Century-Fox organization. Among his many discoveries is Tyrone Power, whom he catapulted into stardom from obscurity.



ITY SERIES

President of Loew's Inc., and associated with a host of other enterprises, Nicholas Schenck came to the United States at the age of nine, with his parents and his brother, Joseph Schenck. After a brief career as a pharmacist, an interest in an amusement park known as Paradise Park, brought a visit from Marcus Loew, which resulted in a business affiliation between the Schenck brothers and Marcus Loew. Later, on Mr. Loew's advice, an interest in two theatres, one in Hoboken, and one in New Rochelle, was purchased, and these were later merged into what was known as Loew's Consolidated Enterprises, with Nicholas as well as Joseph Schenck members of the firm. Nicholas Schenck was actively identified with every business project in which Marcus Loew was interested, until he assumed the presidency of Loew's Inc., as well as the Metro-Goldwyn-Mayer Corp. Mr. Schenck is one of the most loved men in the Industry, for his spirit has always been, "live and let live". His success has not been built on trampled friendships and forgotten honor. What he has achieved today, has been obtained through good will and hard work.



NICHOLAS M. SCHENCK

DAVID O. SELZNICK



Youthful president of Selznick International Pictures, of which socialite Jock Whitney is the "money man", Selznick's rise in the motion picture firmament has been lightning-fast. A producer for several years with Metro-Goldwyn-Mayer, he left that company at the death of Irving Thalberg, to form his own producing company, releasing through United Artists. His name has been constantly in the Trade headlines recently, in respect to the future status of Selznick International. Deals have been on and off so many times that no one yet knows what, when, or why it is all about. His name covered the front pages of the world's newspapers when he purchased the best-selling novel, "Gone With The Wind", for screen production, and a smart publicity department has kept interest at a high peak, with conjectures as to who would play the role of "Scarlett". To date, every important actress has been mentioned for the part except Shirley Temple. Mr. Selznick is married, and is the father of one child, a son.

MINUTE INTERVIEW WITH SPENCER TRACY

Hollywood, Cal.—Spencer Tracy, motion picture star, believes there should be a school of one-night stands for aspiring screen players.

It would approximate the school of hard knocks advocated by the business world, he says.

On Metro-Goldwyn-Mayer's "Test Pilot" set, Tracy amplified his statement.

"Making movies is a hard job. I don't say that because it is my business. I merely speak from experience. It takes will-power, reservoirs of stamina, and an ability to 'take it'. Things don't come easily in Hollywood. You work for every inch of forward-march.

"If I had my way, every young actor in the nation, with Thespian ambitions, would play at least six months of one-night stands. Surviving that, he would be ready for a cinema career.

"Taking new parts every night, learning every line in a hundred plays, sleeping on jolting day coaches, eating when opportunity offers, learning to act, a young actor or actress would obtain invaluable experience for the screen."

CENTRAL FILMS STUDIOS ON THE AIR

Victoria, B.C.—Canada's only motion picture studio, that of Central Films at the Willows, Victoria, was featured on the Canadian Broadcasting Corporation's "Night Shift" programme, recently. The broadcast, which was conducted by William J. Herbert, former Victoria journalist, was carried on a coast to coast network. Six microphones were used. The CBC programme, "Night Shift" is devoted to Canada's various industries, originating from points all over the Dominion.

WATCHMEN FOIL THIEVES AT TWO THEATRES

Toronto, Ont.—Watchmen at two local theatres, the Bellevue and the Crown were credited with saving the safes of the two houses from being robbed, last week. Andy Cirak, caretaker of the building which houses the Bellevue, told police that he discovered two youths attempting to open the safe in the manager's office. The two threatened him with a crowbar and then fled. An extensive search was held for the two thugs, but both escaped.

At the Crown, the watchman reported that he surprised safecrackers there, who made their escape. The combination and handle of the safe had been knocked off, but the safe remained closed.

MONTREAL THEATRE TO BE REBUILT

Montreal, Que. — Entire rebuilding of the King Edward Palace Theatre, 1161 St. Lawrence Blvd., or extensive renovations, are being considered, and work on the project may start next month. Joseph Cardinal manages the theatre, on a lease from the Beaudry Estate. Rene Fauvel is mentioned as probable general contractor. Plans have already been drawn up by an architect, but the latter's name has not been disclosed.



RKO Radio's field sales forces have dedicated their annual world wide billings and sales drive this year to Ned E. Depinet (left), vice-president in charge of distribution. Walter Branson (center), mid-western district manager, has been chosen drive leader for the United States and Canada; Ben Cammack, general manager for Latin America, will supervise the remainder of the world.

YOUTH CHARGED WITH ROBBING THEATRE

Hamilton, Ont.—Stanley Wilson, aged 20, of 147 Wellington Street, N., appeared in magistrate's court recently to answer two new charges of shopbreaking and theft to which he pleaded guilty and was remanded for sentence.

The new charges were that on November 15 and December 5 he broke into the Capitol Theatre and stole \$20 and \$30 respectively from a candy vending machine in the theatre. Police stated that the youth had made his entrance into the theatre from a window off the alley.

THEATRE MANAGER HONORED

Ottawa, Ont.—Harry Neun, former manager of the Avalon Theatre, Ottawa, and new appointee to the managership of the Capitol Theatre, Woodstock, Ont., was guest of honor at a farewell party given the popular exhibitor by his friends here. Ray Tubman, manager of the Capitol Theatre, presented Neun with a purse of gold on behalf of his associates, and Chris G. Holmes, who succeeds Neun as manager of the Avalon, presented him with a gold watch from the Avalon staff.

Among those present were Angelo Stevens, manager of the Regent, Isser Singermann, manager of the Imperial, William Hartnett, chief projectionist of Famous Players, and Bernard Sierlowski of Famous Players' art department.

Chris Holmes, the newly appointed manager of the Avalon, is well-known locally, his wife being an Ottawa girl. Mr. Holmes' last position was the Capitol, in Guelph.

Deal Rumored Between Korda and Nicholas and Joseph Schenck.

WE ANALYSE THE MERGER OF INDEPENDENT EXHIBITORS

THE "Canadian" Box-office, for which publication Dominion Sound Equipments bought one thousand subscriptions, to be sure that the exhibitors in Canada would get it to read, publishes a story concerning the Associated Theatres, and Nat Taylor's Independent Group deal. This regional states, "Canadian Booking Merger Is Near", which reminds us of that hymn quoted reverently, may we state, "Nearer my God to Thee". However, let us reprint excerpts from the article as it is published in this regional and you can form from it your own conclusions.

"The two groups of exhibitors represented by this merger are those included in Oscar Hanson's chain of theatres, known under the general name of Associated Theatres, and the independent group of exhibitors, who are booked through the Exhibitors' Booking Association, which is headed by Nat Taylor."

"These two groups combined will, in future, be booking for one-third of the theatres in Ontario. The theatres in Ontario booked by Famous Players' Canadian Corporation accounts for another third of the theatres, so that the remaining one-third will be the ONLY REAL INDEPENDENTS in the Province of Ontario."

Officially Denied

THE following is a statement published in the Canadian Independent, "official organ of the Independents Association" giving an interview with Mr. N. A. Taylor, "Much Talked Of Deal Between Associated Theatres Limited, and Exhibitors Booking Association Officially Denied".

We cannot understand what this publication means by saying that this much talked-of deal involving a merger is "officially denied", when this statement of Mr. Taylor's follows the "official denial".

"Mr. N. A. Taylor, General Manager of Exhibitors Booking Association, in an interview at his Toronto office today, officially spiked all rumors that an amalgamation between his company and the Associated Theatres Limited would take place."

"HE ADMITTED THAT THERE HAD BEEN NEGOTIATIONS TOWARDS EFFECTING SUCH A MERGER, the motive being the strengthening of the buying power of these two servicing and buying companies."

"The hooking-up," Mr. Taylor said, "of the forty-one theatres now being serviced by Exhibitors' Booking Association with the fifty-two on the Associated chain would combine to make a powerful buying unit, and it is my opinion that we would have been in a better position to service independent exhibitors than ever before. Also I feel, that new strength would have been given to the independent faction in the Canadian industry with which to achieve conciliation. I look upon the massing of buying power as the most effective means of bargaining and as a powerful tool for achieving a more even balance in the motion picture industry generally."

A Purely Independent Viewpoint?

WE cannot quite follow Mr. Taylor's reasoning. While it is quite true that a group of exhibitors find it more convenient to do their booking as an Association, chains of theatres have been formed for just the same purpose. Control of product is one of the objectives for which Combines are formed, and the moment the

angle of "strength with which to achieve conciliation" creeps into an association, running parallel with its buying of product service, what is the difference between such a combination and a Combine?

We quote another paragraph from this same publication, "During negotiations, however, several insurmountable obstacles to the plan became apparent and negotiations were terminated on a friendly note".

The Merger Was Negotiated

HAVING removed all doubt from your mind, THAT THERE WAS TO HAVE BEEN A MERGER, let us have a look at the arguments presented by Mr. Taylor. As far as Mr. Oscar Hanson is concerned, he is making no statement, due to the fact that it was his company which made the offer sufficiently attractive to Mr. Taylor's group, or to Mr. Taylor, perhaps, to influence a Merger.

Independents Oppose Merger

WE understand that it was not Mr. Taylor that objected and provided the obstacles, but the Independent Exhibitors in Mr. Taylor's group. For instance, we are told that Mr. H. Freedman, an important Independent Exhibitor here at Toronto, and President of the Independent Theatre Association, was strongly opposed to the proposed Merger, and advised Mr. Taylor not to accept the enticing offer.

Whoever was giving Mr. Taylor a contract would naturally be the dominant factor, as well as the controlling factor in the Independent Merger, unless the contract was to give Mr. Taylor the booking control of not only the theatres in his Association, but those which belonged to Mr. Hanson's group.

Mr. Oscar Hanson is among the pioneer film representatives in this country, he knows this film game pretty well, he has had infinitely more film experience than Mr. Taylor.

You Take — We Take — They Take

WE cannot quite see a picture with Mr. Hanson in any way taking orders from Mr. Taylor. Incidentally, in the contemplated merger, it wasn't Mr. Taylor's organization that was taking in the Hanson group, but the Hanson group that was taking in the others. It was a case of you take — we take — they take, all are taken in.

Another idea occurs to us, if the exhibitors of the Taylor group feel that it is going to strengthen their position to belong to the Hanson Associated Theatres group, why do they have to have the Associated Group give Mr. Taylor a contract? What is stopping them from going over to Mr. Hanson and asking him to permit them to join his group? We are certain he would welcome them with open arms, even kiss them on the forehead for coming in; and now that Mr. Taylor has pointed out how advantageous and "Independent such a merger would be, what strength it would give the Independents", is it not likely that his group, being frustrated by the fact that "insurmountable obstacles appeared preventing the deal", will jump over these hurdles themselves, and land right in Mr. Hanson's lap?

(Continued on Page 13)

Warner's "Hollywood Hotel" at \$32,000 1st Week, Strand, N.Y.

WASHINGTON FILM DIGEST

By GEORGE W. MEHRTENS

WASHINGTON, D.C., Jan. 17—(CTP)

OF keen interest to the Motion Picture Industry generally is the meeting this week of the chieftains of the Allied States Exhibitors Board called at the Carlton Hotel for the purpose, according to reports, of taking under consideration the problem of radio competition. Headquarters here, as usual, is more than secretive concerning matters to come up for discussion at the pow-wow, but it is understood from reliable sources that Allied will lay a definite plan of action before the board.

At Allied Headquarters it was understood that "a very full attendance was expected". It was said that Allied members are showing a keen interest in the question of radio competition. Activities of the meeting will include besides discussion of the radio situation, election of officers, outlining of Allied policies for the new year, legislative programs and other matters of Association interest.

Drops House Resolution

CONGRESSMAN Martin Dies, of Texas, who had the Industry a little worried a few days back, declared this week that he would drop his pending resolution to conduct a far-flung investigation of the Motion Picture Industry which he introduced at the first regular session of the present Congress.

The Congressman's decision in the matter was looked upon with decided favor by many observers here, who believe that the Congress at the present time has more movie bills than it can or knows how to handle. Dies did state, at the same time however, that he would push his general monopoly measure before the Rules Committee as soon as it meets later in the week.

"Picture shows will very definitely be included in legislation we will pass in this session," Dies said, "so that the monopolistic tie-up of the producers, exhibitors and distributors will be broken up."

Also up on Capitol Hill both Congressmen Lyle Boren of Oklahoma, and Sam Hobbs of Alabama are reported to have had conferences with officials of the Department of Justice anti-trust division regarding their respective Industry bills.

It is not generally expected that either of these measures will get beyond the conference stage at the present session of Congress. Allied States Association is reported to be behind Boren, although headquarters here refuses to either confirm or deny the report.

In a special interview Boren revealed that Justice Department legal lights are now considering the possibility of employing injunction methods to force producers

to drop their houses as a frontal attack in the Administration's anti-monopoly war. Added indication of the closeness with which Justice Department officials are prepared to work on pictures, was seen with the admission from the Attorney General's office that the "department is still working" on the idea of submitting to Congress a special monopoly report featuring Motion Pictures and other giant industries.

Film Stars Aid President's Ball

HOLLYWOOD is practically moving into Washington this week as plans for the President's Birthday ball get underway. Each of the Capitol City's leading hotels will be host to one of the several prominent stars here for the event.

Among the stellar lights expected to take part in the Birthday Ball activities are Robert Taylor, Eleanor Powell, Ray Bolger, and the effervescent Sonja Henie, Norwegian skating star. Others who have promised to attend include Janet Gaynor and Tommy Kelly, boy star of "Tom Sawyer".

Roosevelt Seeks to Outlaw Holding Firms

APPARENTLY in line with his drive against monopolies, President Roosevelt this week was believed to be seeking legislation which would outlaw personal and other types of holding companies, and investment trusts which vote their stock holdings.

The President made it clear at a recent press conference that his opposition to holding companies was not confined to those in the public utilities field, but extended to all, of whatever type.

Camera, Projector Exports at \$204,284

THE foreign marketing situation looked cheerful this week when Nathan D. Golden, chief of the Department of Commerce motion picture division, reported that U.S. foreign exports of motion picture projectors and cameras of both standard and substandard gauge reached a total of \$204,284 in November last.

Sound equipment foreign exports totalled \$203,018 with Hawaii listed as accepting \$1,620 worth of the same.

All sizes of film, exposed and non-exposed, positive and negative, were exported to foreign countries in the amount of \$668,771 figures revealed, with exports of the same to Hawaii, Puerto Rico and Virgin Islands amounting to \$44,322.

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BRITISH FILM DIGEST

By WARD SHAFTESBURY

CONTINUING our Television discussion of last week, it might be well to mention that, over here, Exhibitors are becoming increasingly conscious of the possibilities of the new science and those who really count in the Industry are taking a serious interest in its development. "The Era", England's "Official Organ of Entertainment", devoted this week's front page to a discussion of the problems of Television. I think that Canadian showmen can learn a great deal from the experience of Britain in this new mode of transmission.

England's major Television problem has to do with the B.B.C. Whereas millions of pounds have been spent in developing the efficiency of Television instruments by private individuals, the sale of equipment to the Public is lamentably slow. In the main, this is due to the mediocre programs handed out by the British Broadcasting Commission — a government-controlled organization which is handicapped by lack of funds, and between ourselves, lack of imagination. However, the equipment manufacturers themselves have not been over-zealous in the matter of familiarizing the general public with their product. Very little Television propaganda is issued and National advertising is almost non-existent.

Despite all this, England is far ahead of the United States and Canada in the matter of Television. The States are fortunate at present in being free from Government interference so far as Radio is concerned and it follows that Television will most likely be in private hands. Canada is not in quite so favourable a position. If the Government steps in and takes over Television, more than likely, its development will be very slow.

To my mind, Television could very easily and naturally take its place in Canada as part of Show Business. Television is so young in the Dominion that it could be easily moulded — later on it will not be so easy to direct its course. The Film Industry should take the first steps to see that it is properly developed for there is no doubt at all about it that Television will soon be an indispensable part of the theatre program. Television News Reels will shortly replace the News Reels of today and feature shorts will undoubtedly be televised onto theatre screens.

British Films on the Increase

EVERY year, the British Board of Trade publishes figures showing the total number of British and foreign films registered under the Films Act. This year, despite all the difficulties and disasters experienced by the British Industry, the figures show that there was an increase in the total output from British Studios both in features and in shorts. 225 British feature pictures were made in 1937 as against 222 in 1936 and 211 shorts were produced as against 96 in the previous year. British footage set a new record of 1,643,828 feet and foreign footage also showed a considerable increase. The interesting fact to be noted from these statistics is that the British production percentage is higher than the present renters' quota of 20 per cent.

India's Film Industry

AN interesting account of the state of the Film Industry in India was given last week by Mr. M. A. Fazalbhoy, an important Film Executive from Bombay. Although

the film producing industry in India is very young, already over fifty million dollars have been invested in it and over thirty thousand people are employed by it. There are only a very few first-class producing units but these are turning out films of high calibre — (the Prabhat studio at Poona recently won a prize at the Venice Exhibition for one of the three best productions of the year). I was interested to hear that the Indian pictures are usually much longer than ours and much less sophisticated — they are often 14 and 16 reels and frequently have runs of three months in the large cities. Apparently, there is no real Government control of film production in India and this accounts for the comparatively poor standard of the run-of-the-mill native pictures. I remember seeing one last year and, frankly, it was appalling. Mr. Fazalbhoy claims that there is a great need in India for more theatres. Metro is active in this regard but there is still room for many more in the modern manner.

News from the Studios

WENDY HILLER, who came to fame in the Walter Greenwood-Ronald Gow play, "Love on the Dole", the great dramatic success of the 1935 London season, has been chosen to co-star with Leslie Howard as Eliza Doolittle in the soon-to-be-produced Pascal Film Production of Bernard Shaws "Pygmalion". Miss Hiller made her screen debut just a few weeks ago in the Paramount-British production "Lancashire Luck". "Pygmalion" will be one of the most important British films of the new season . . . "John Halifax, Gentleman" which George King is making at Sound City, started with the filming of a large village street set — circa 1790 — the stars, Nancy Burne and John Warnick have four day's work scheduled for this set . . . Last week, "Kate Plus Ten", the Wainwright film of Edgar Wallace's thriller went into the cutting-room — the last shots were made on the big stage at Sound City and includes a gaol-break sequence — excellent prison and police-station exteriors were built for this scene — after the filming, the star, Genevieve Tobin, left for the Swiss winter sports . . . Down at Nettlefold Studios they are filming "Match Point", comedy-drama which features a lively game of darts (the popular Pub game of present-day England). Eliot Makeham and Nancy O'Neil have the star parts.

THE INDEPENDENT MERGER

(Continued from Page 11)

IT may be, however, that Mr. Taylor discovered that Mr. Hanson's group was getting the best of the product, and that it was really to give his group of exhibitors better service, and for no other motive in the world, that he was willing to accept a contract for himself for bringing about the Merger. What we are interested to know is who is who, and who discovered what is what?

All of this leaves us just as much in the dark as to who are the Independents, perhaps it is those who do not belong to any groups, perhaps, as the farmer said when he first saw the rhinoceros, "there ain't no such animal".

NORTH LETHBRIDGE OPENS FIRST THEATRE IN 20 YEARS

North Lethbridge, Alta.—C. F. Doughty, a former resident of Lethbridge, last week opened for business the first theatre to operate in this town in over 20 years. The theatre is the new Lealta, located at 250 13th Street N., site of the old Monarch Theatre.

The building underwent complete renovation, with special acoustic treatment afforded the walls, and air-cushioned seats, from England, being installed. A Holmes projector is being used, and modern sound equipment has been secured.

The house boasts a large Neon electric sign, which incidentally, is the first Neon in North Lethbridge.

House will operate six evenings a week, with matinees on Wednesday and Saturday.

NEW THEATRE FOR MOUNT ROYAL

Montreal, Que.—A new theatre seating about 1,000 will be constructed on Cote Des Neiges Road near Lacombe Avenue, in Mount Royal ward, Montreal. The land has already been purchased, and according to present plans, cost of the new house will approximate \$100,000.

RKO MANAGER ELECTED PRESIDENT

M. F. B. T.

Saint John, N.B. — Ernest A. Whelpley, Maritime manager of RKO Radio Distributing Corp. of Canada, was elected president recently of the Maritime Film Board of Trade, a branch of the Canadian Film Board of Trade with Head Office in Toronto. The local branch consists of branch managers of distributing companies having offices in Saint John, but operating in the Maritime territory and in Newfoundland.

The resignation of Wallace A. Sault as president and member of the board was regretfully accepted. Mr. Sault was associated with the former Canadian Universal Pictures.

Election of officers resulted as follows: President, Ernest A. Whelpley, RKO Distributing Corp.; Vice-President, A. E. Smith, Regal Films Limited; Honorary Secretary, to be elected; Executive Secretary, Alice T. Fairweather, Maritime correspondent for the *Canadian Moving Picture Digest*; Treasurer, R. G. March, 20th Century-Fox Film Corp., and Sick Fund Committee, Gerald Hoyt, Empire-Universal Films Limited.

Miss Alice Fairweather, the Executive Secretary, was re-elected for the eighth term and her services to the board were commended.

"VICTORIA THE GREAT" BREAKS 61 BRITISH RECORDS

London (Special Cable) — "Victoria the Great", the Herbert Wilcox production released by RKO Radio, has broken 61 records throughout Great Britain during the first two weeks of its regular run. It is outgrossing any other picture ever shown in the theatres where it is playing.

NOTES FROM THE MARITIMES

By ALICE T. FAIRWEATHER

SAINT JOHN, New Brunswick was not behind the other cities in Canada in giving an official welcome to the British picture, "Victoria The Great", which had its New Brunswick premiere at the Capitol Theatre last week.

The showing was held under the auspices of His Honor, Lieutenant-Governor Murray MacLaren, Hon. A. P. Paterson, Minister of Education and Federal and Municipal Relations for New Brunswick, Brigadier L. S. Page, D.S.O., Commanding Officer Military District No. 7 and Staff, and the Municipal Chapter, Imperial Order Daughters of the Empire.

A number of parties have been made up during the showings to attend the patriotic and educational picture. Practically all societies in the city were circularized to urge support of this British picture. At the time of writing it looks as if the picture will hold for the entire week. Special hours were arranged for children.

His Honor, Lieutenant-Governor MacLaren wrote Mr. Golding, Manager of the Capitol Theatre, a letter of appreciation for the entertainment, and referring to the comfort of the theatre as well as the pleasure of viewing the performance.

Strand Theatre Booking U.A. Product

CAPACITY houses greeted the showings of "Stella Dallas" at the Strand Theatre, Saint John, N.B. The first two days played to capacity crowds; the third day was so good that it was decided to bring the picture back for an additional three days' engagement next week.

The following wire was received by United Artists from Hollywood, Cal.

"I am proud that my productions Stella Dallas Hurricane Adventures of Marco Polo Goldwyn Follies Dead End The Cowboy and the Lady will play at the Strand Theatre Saint John shortly stop my sincere congratulations to the management of the Strand Theatre
(Signed) Samuel Goldwyn"

Lockport Theatre Closed By Epidemic

EPIDEMICS are beginning in this territory and we trust that the experiences of last winter with its flu, will not be repeated. The theatre at Lockport, N.S. "Haydens", manager Sidney Hayden, has been ordered closed on account of an epidemic of measles.

GARRICK THEATRE INSURES AGAINST HURRICANE

Winnipeg, Man.—Henry A. Morton, owner of the Garrick Theatre, received considerable publicity in the local papers recently when, as an exploitation stunt in connection with the running of Samuel Goldwyn's "Hurricane" at the Garrick, Morton took out an insurance policy for \$100,000, insuring the Garrick against a hurricane during the showing of the picture.

Pictures appeared in the local press of Morton, F. Gauer of the Travelers Insurance Co., from whom the policy was obtained, David Griesdorf, local manager for United Artists, and Sim Rost, manager of the Garrick.